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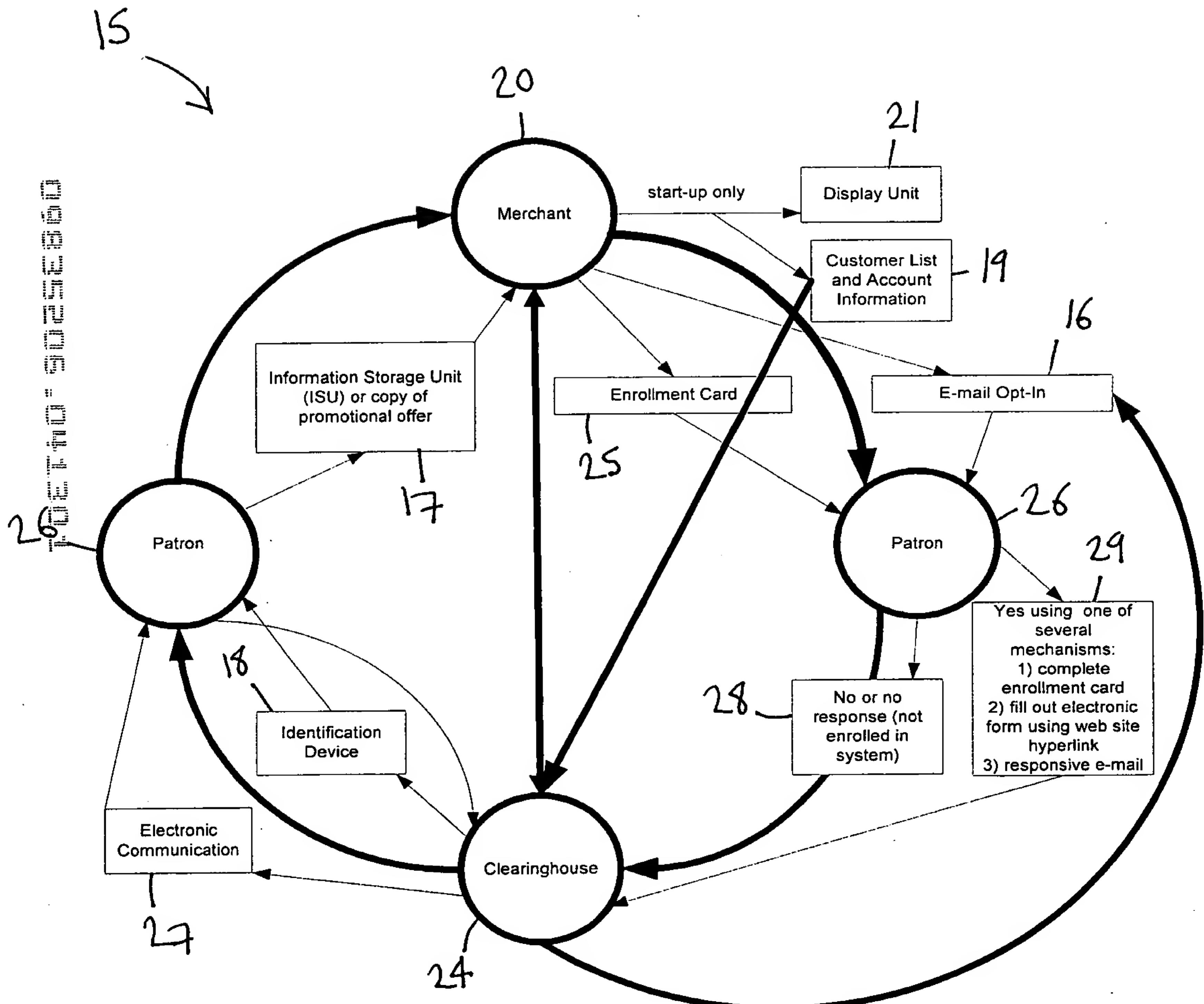


Figure 1

ENTRY

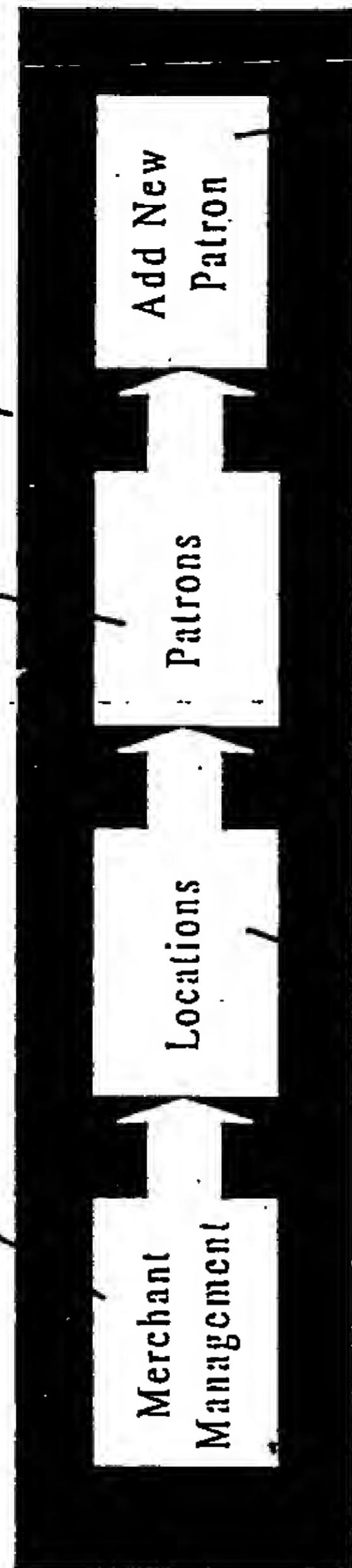
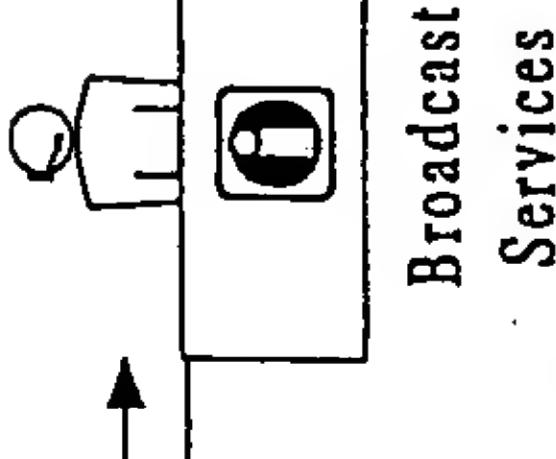
P.O. Box

Scatters cards by
individual merchant's
locations.

24

Checks cards and assigns
entry task.

272

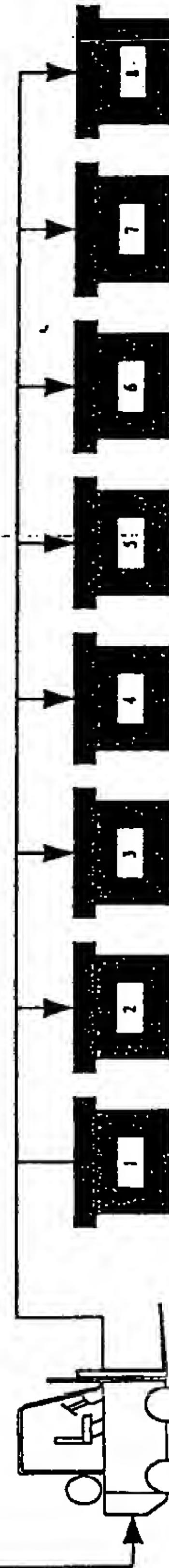


40

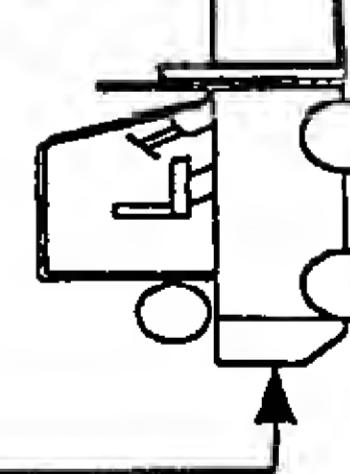
23

Add New
Patron

38



34



File

44

Figure 2

Member Confirmation Email

Mary Stewart

From: Bev's Hallmark [bevs_hallmark@shopsforme.com]
Sent: Tuesday, December 21, 1999 4:13 PM
To: Betty Schweitzer
Subject: Welcome to Bev's Club!

Dear Betty:

I am pleased to welcome you to Bev's Club. As a valued customer, I hope you will take advantage of the special offers, exclusively for Bev's Club members, which you will receive periodically by Email.

Your comments are very valuable to us. Please feel free to reply to my Email with suggestions on how I can improve the product and service offering of my store.

Your club membership entitles you to an introductory offer outlined below.

*****PRINT EMAIL AND BRING TO STORE*****

Bev's Club Introductory Offer

* \$5 off your next purchase of \$20 or more at any Bev's Hallmark Store

* Just print this Email and bring it to any Bev's Hallmark location.

* Offer expires 30 days from the date of this Email

* Offer does not apply Hallmark Ornaments, Kiddie Cars or Ty Products

* and is not valid with other special offers. One coupon per family.

* Certificate Number 1001-1.

*****PRINT EMAIL AND BRING TO STORE*****

If you received this message in error or wish to cancel your Bev's Clubmembership, please indicate so in a reply to this Email.

Thank you again for your continued patronage and have a happy holiday season.

Bev

Bev's Hallmark Locations:

Troy - 829 East Big Beaver @ Rochester Road:- 248.689.9041

Madison Heights - 1465 West 14 Mile Road @ Campbell Road :248.589.3888

Sterling Heights -3735 15 Mile Road @ Ryan Road: 810.264.7026

Office Use Only - TS

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Merchant
notes upon
redemption
in store

46
Personalized Address
Sent from the merchant
Extend your brand by incorporating your domain name in the return address field

48
Customize your message to each Customer

52
"Call to Action"
Special promotions to drive traffic and increase revenue

54
Automatic opt out of club.

Figure 3

Redemption Management

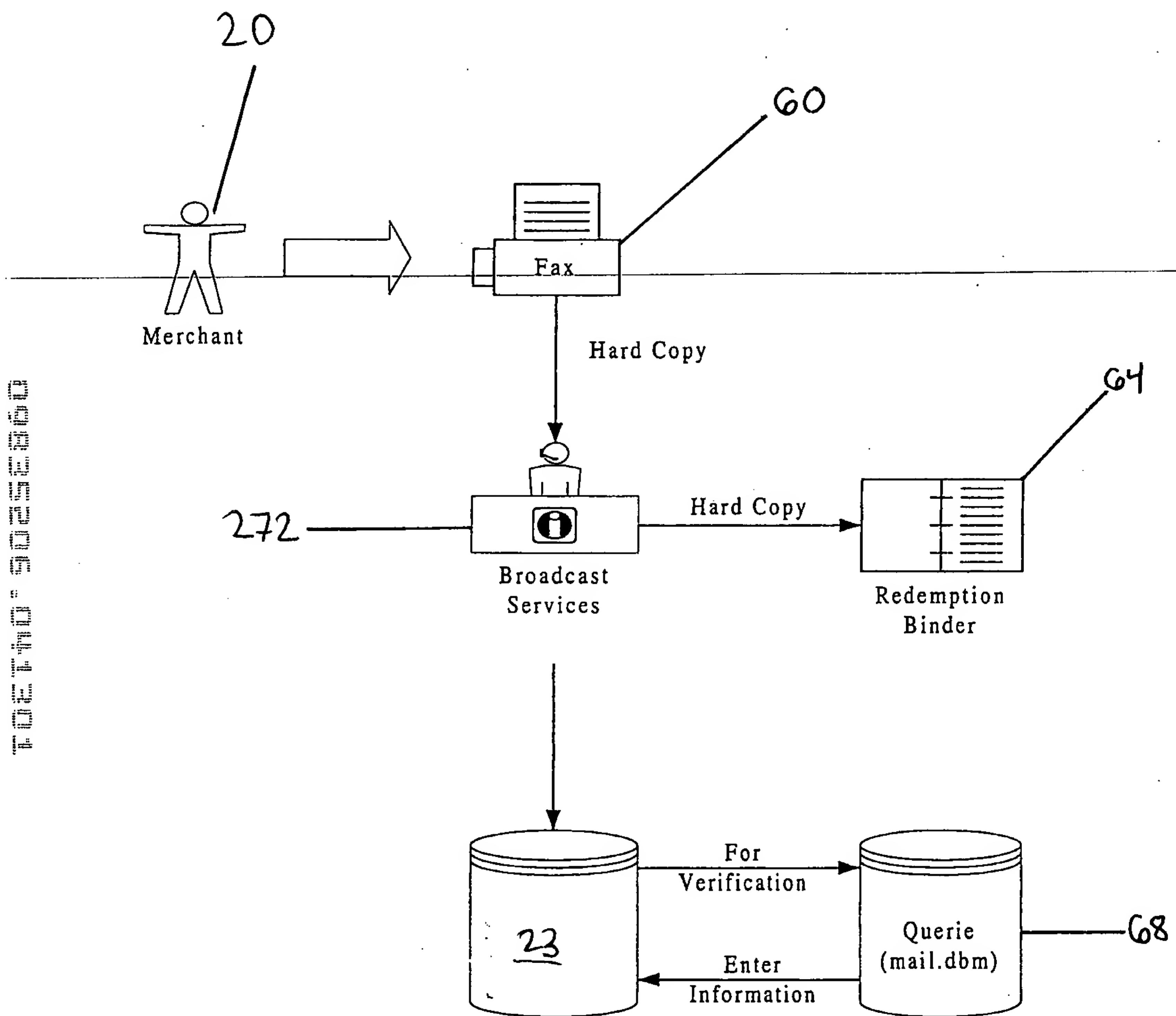
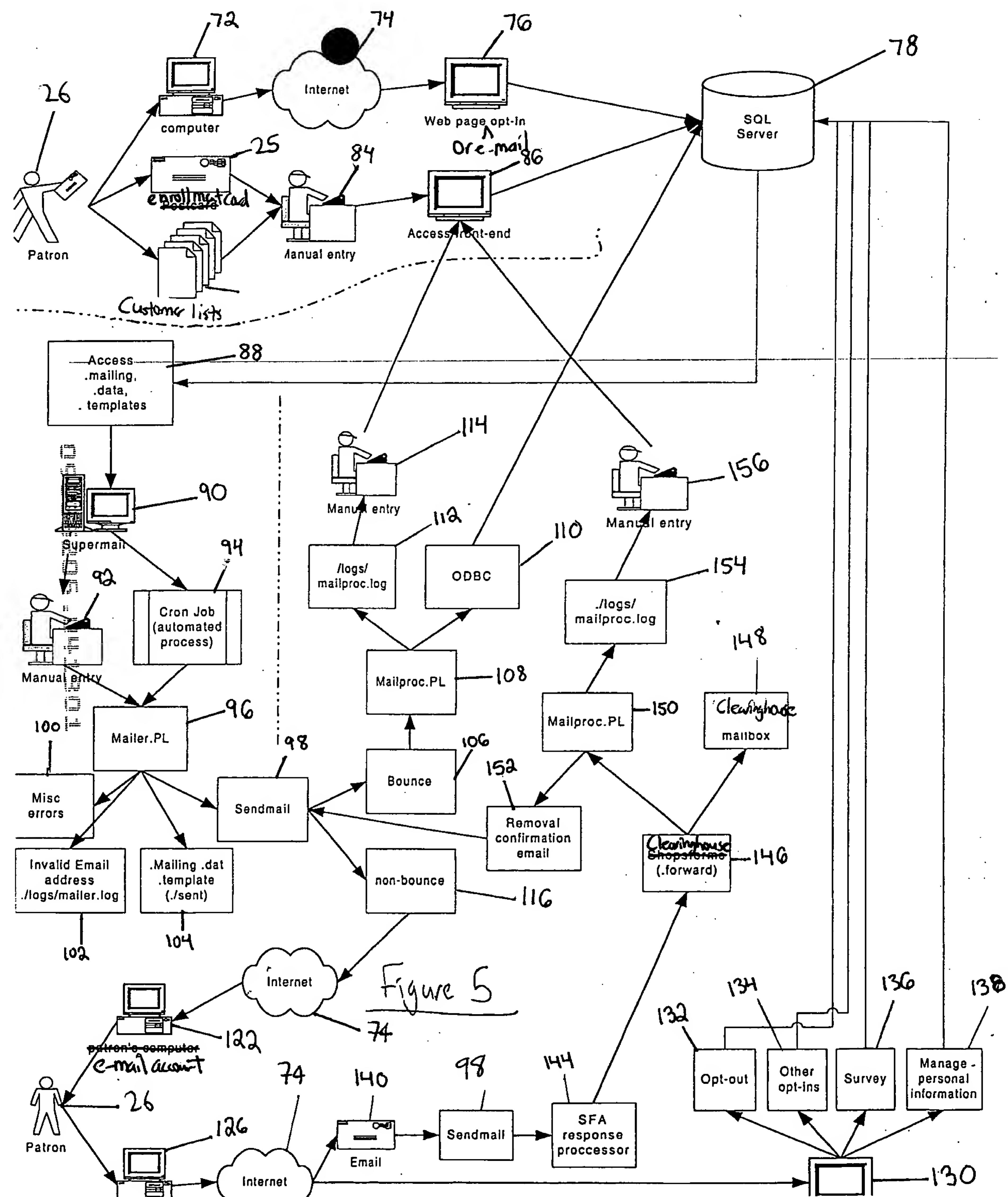


Figure 4



E-mail Routing Process

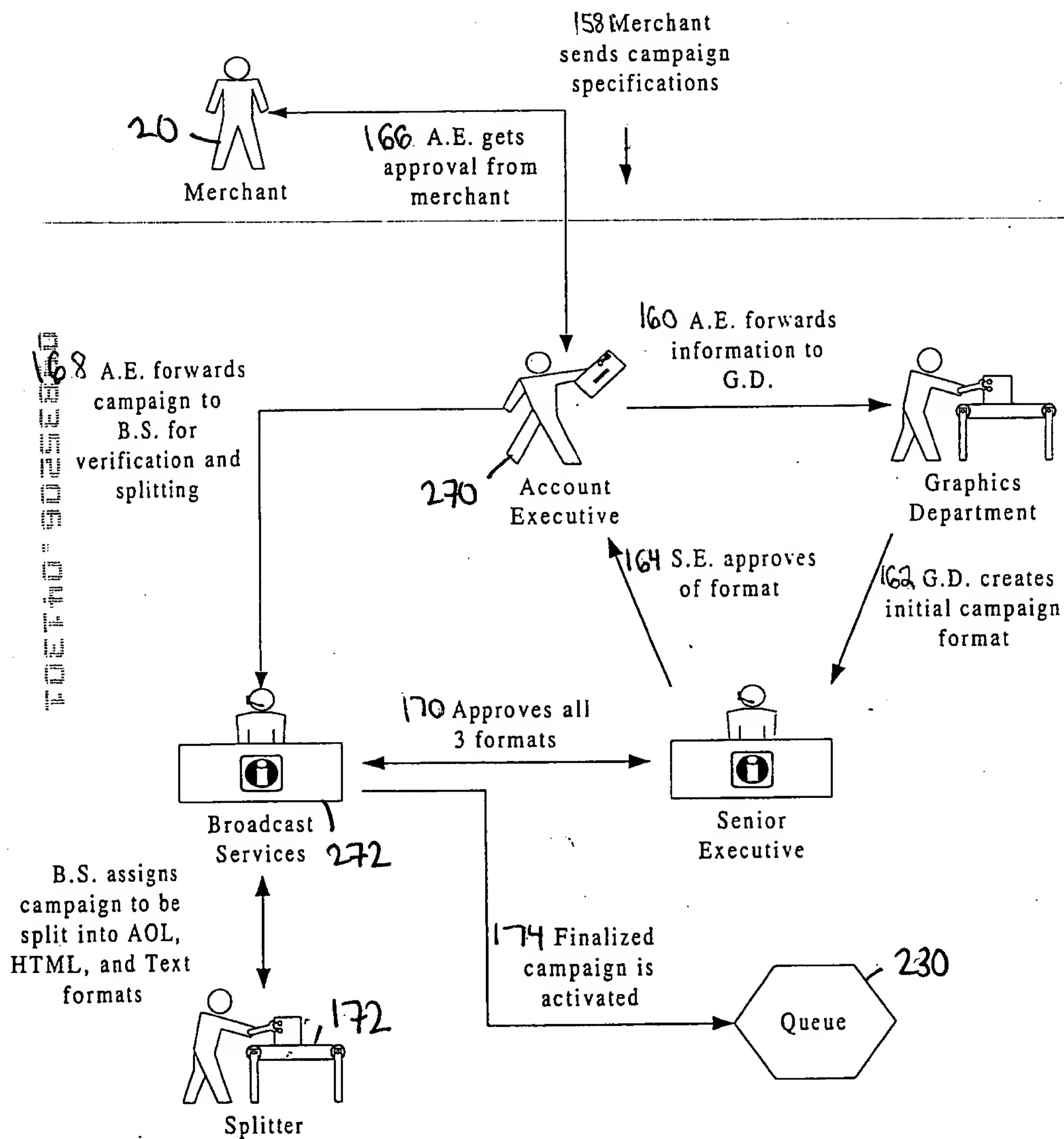
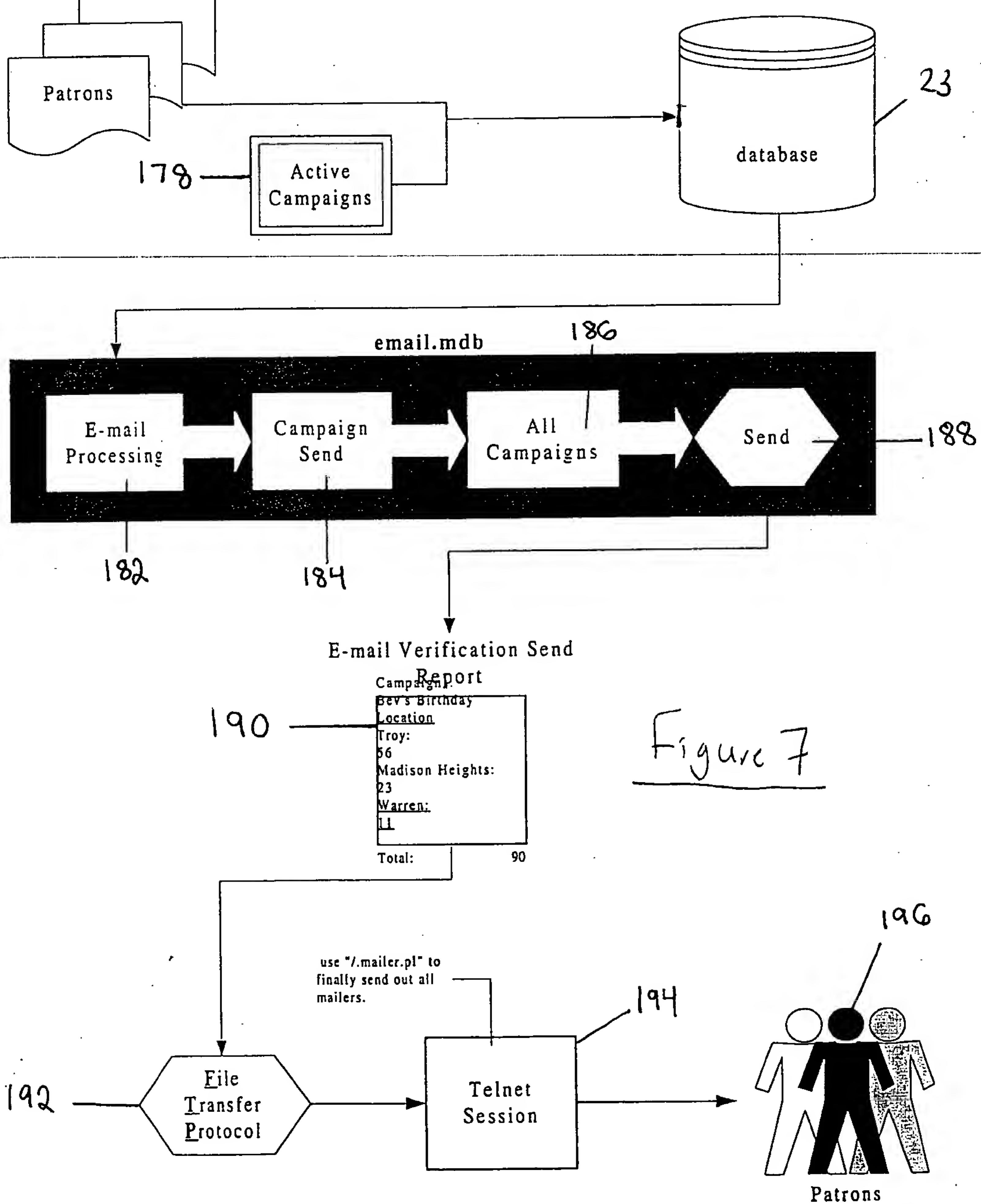


Figure 6

Sending A Broadcast

Patrons → E-mail Processing → Campaign Send → All Campaigns → Send → E-mail Verification Send Report → File Transfer Protocol → Telnet Session → Patrons



Bounce-Back Management

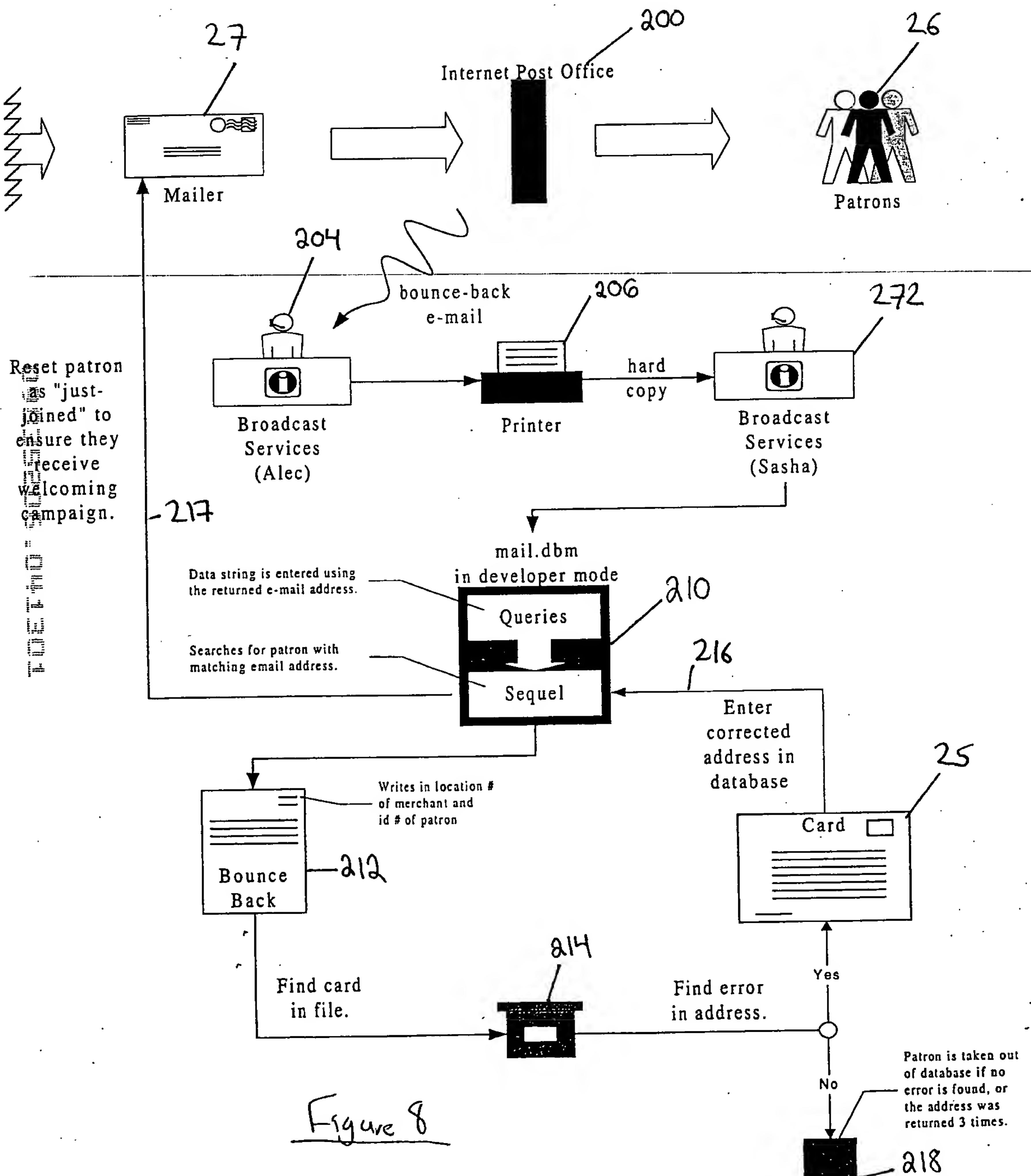


Figure 8

Patron is taken out of database if no error is found, or the address was returned 3 times.

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PROCESS OF SPLITTING CAMPAIGNS

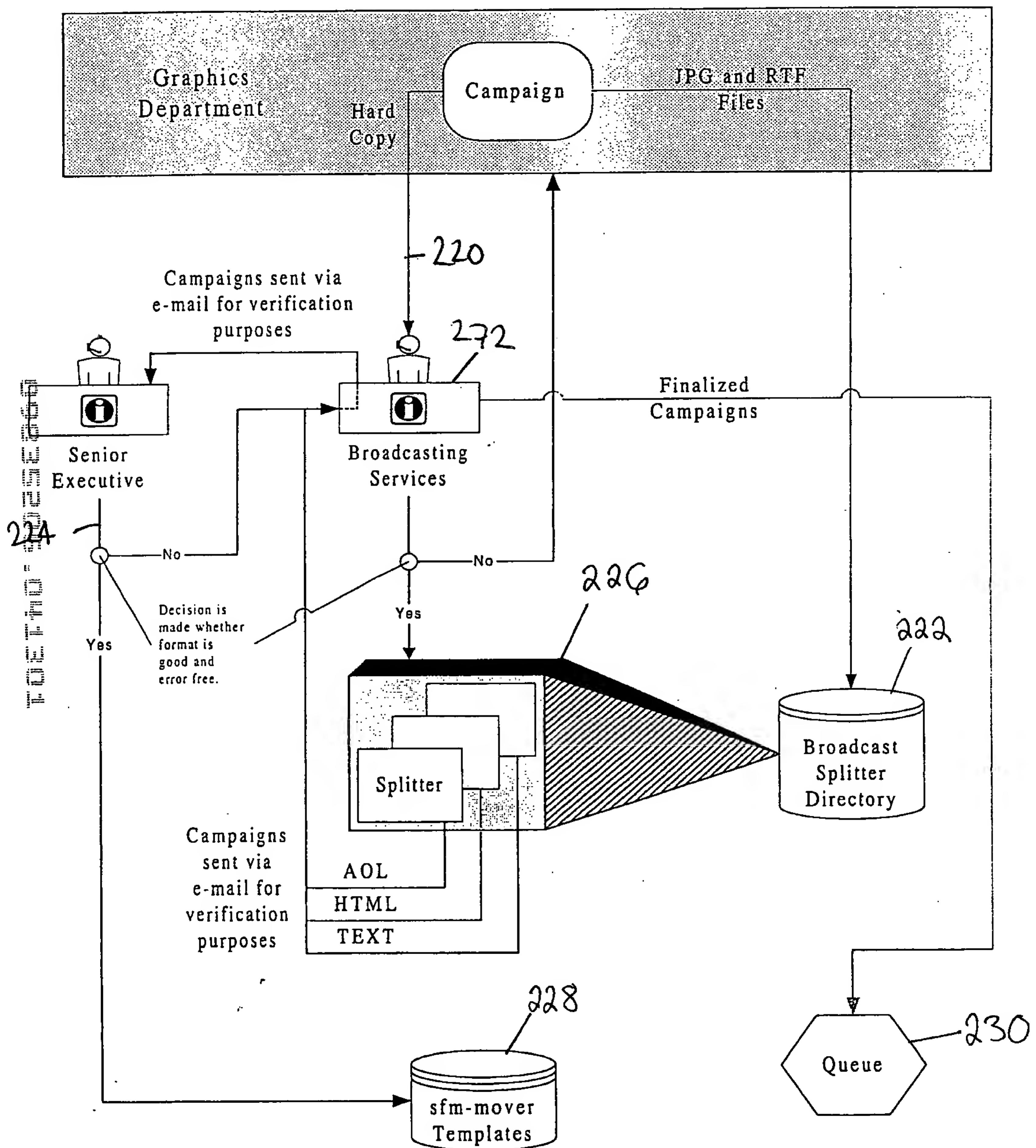


Figure 9

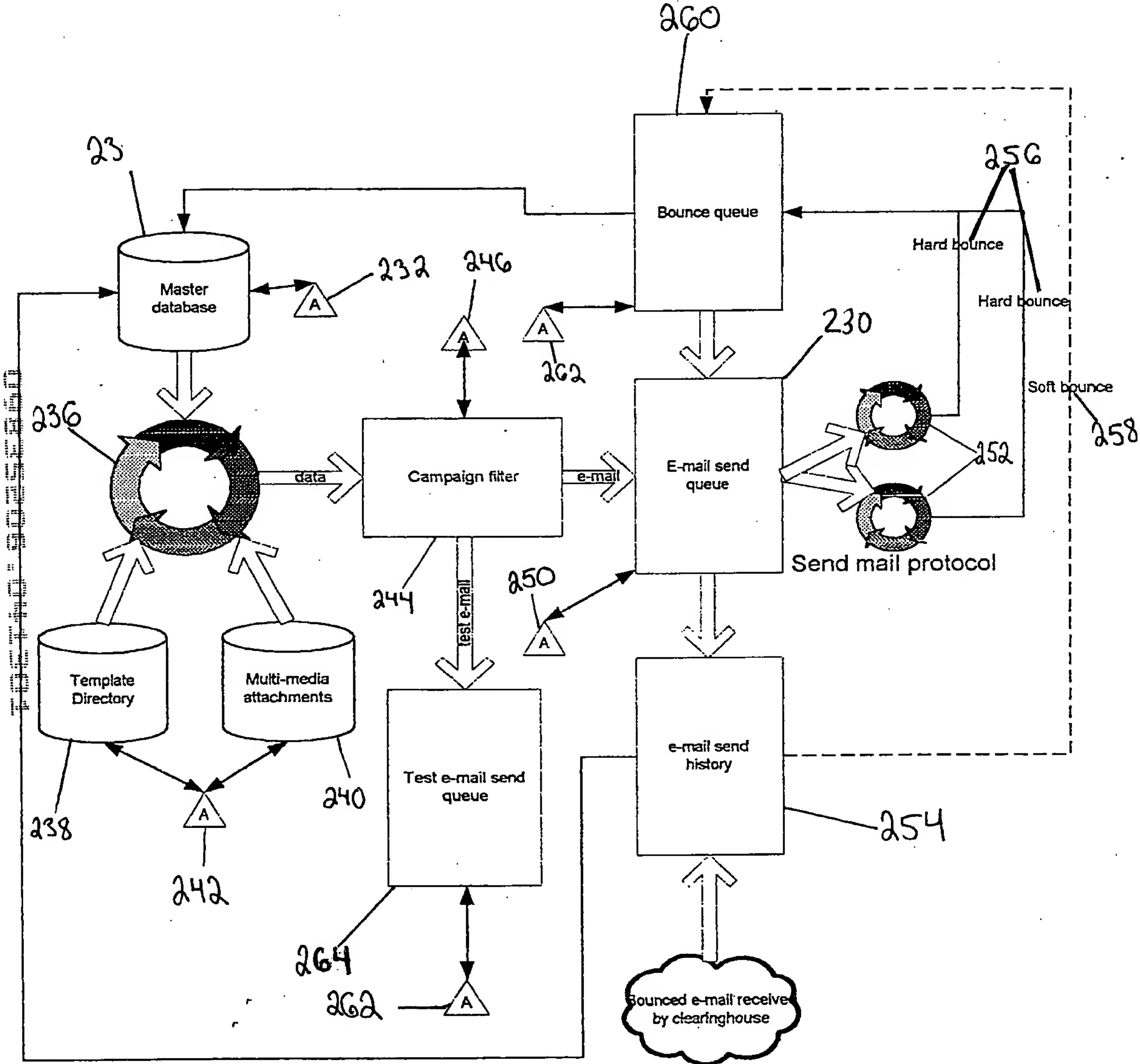
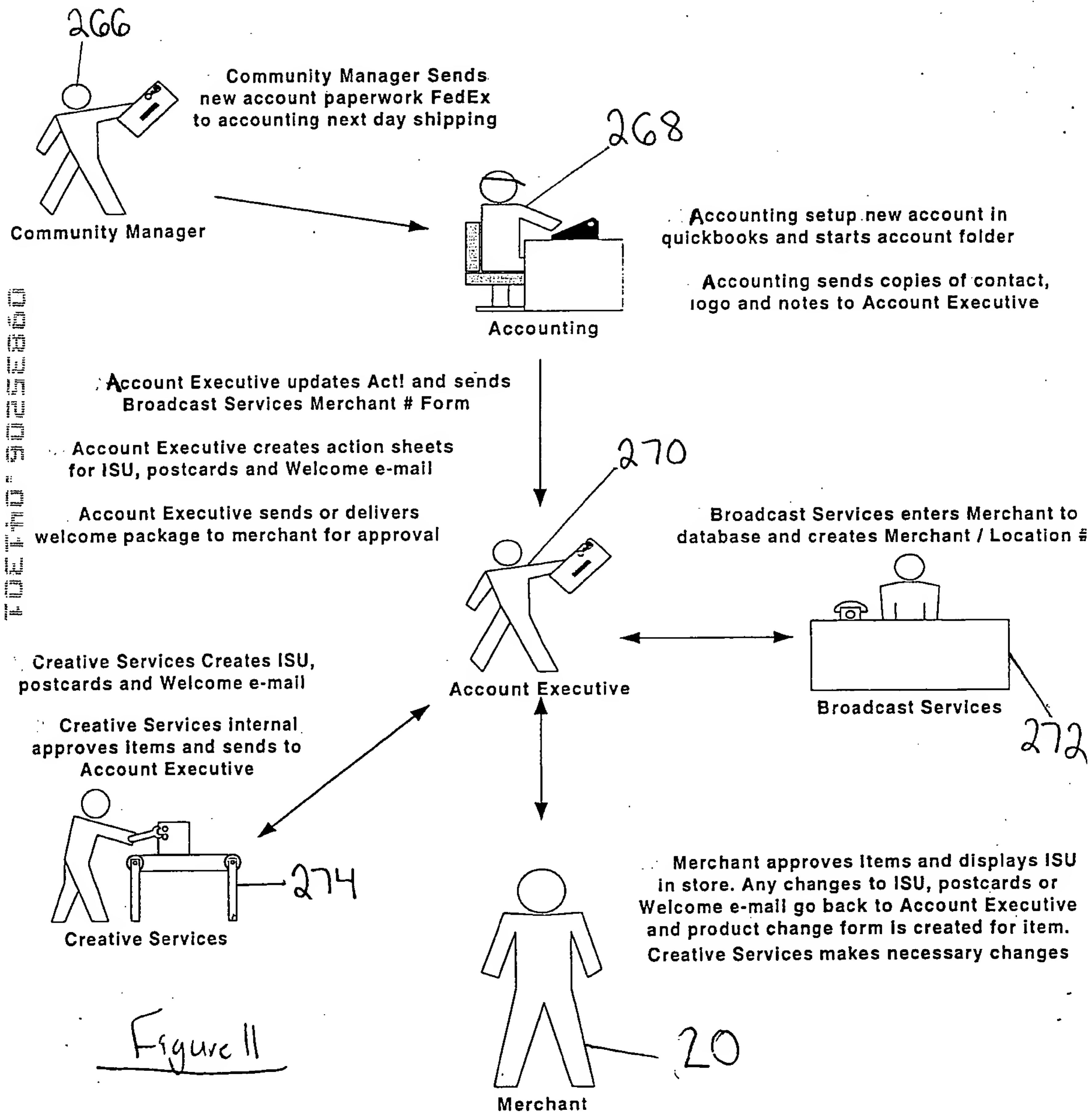


Figure 10

New Account Process



Upsell & Maintenance Process

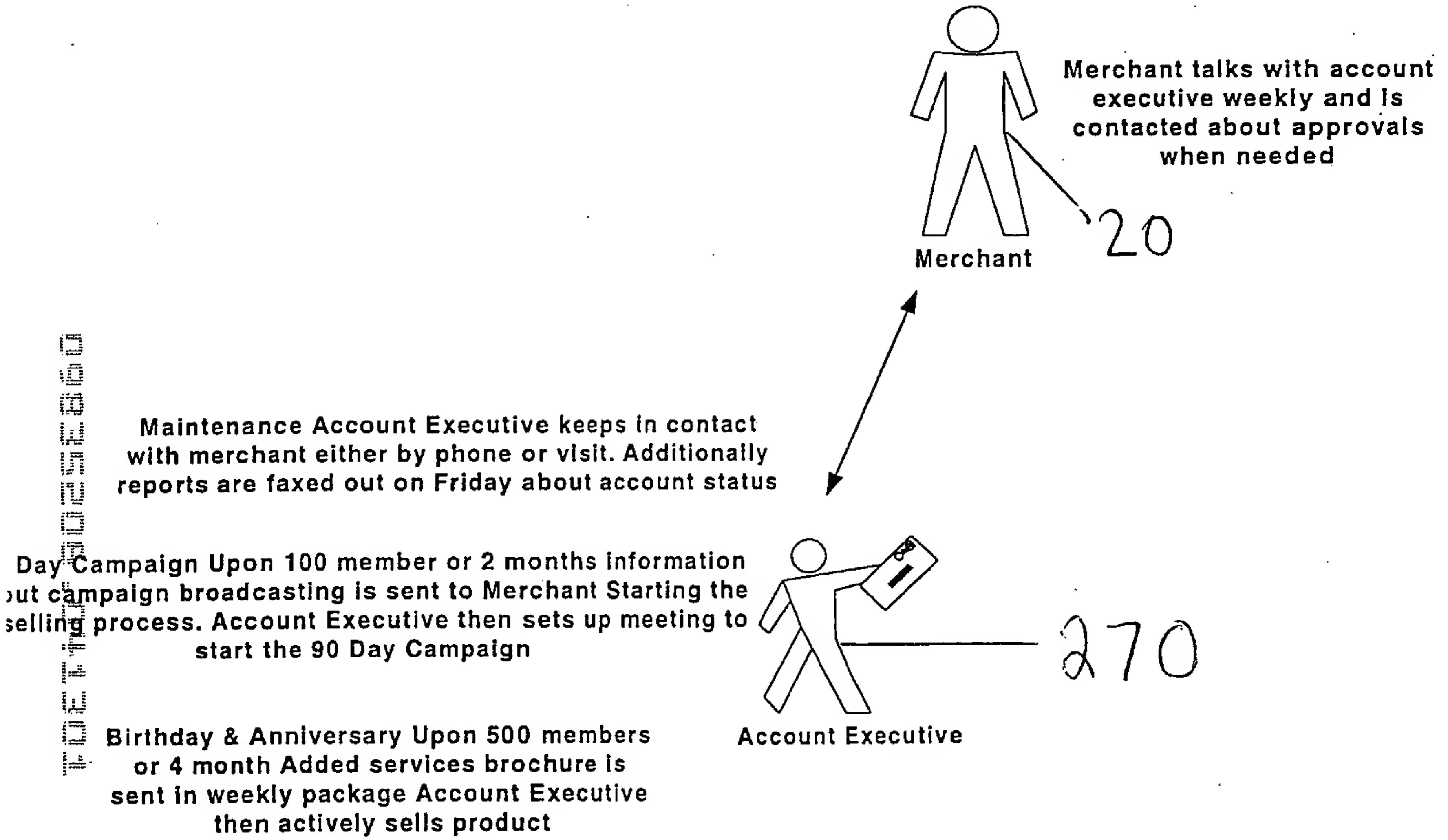


Figure 12.

Campaign Process

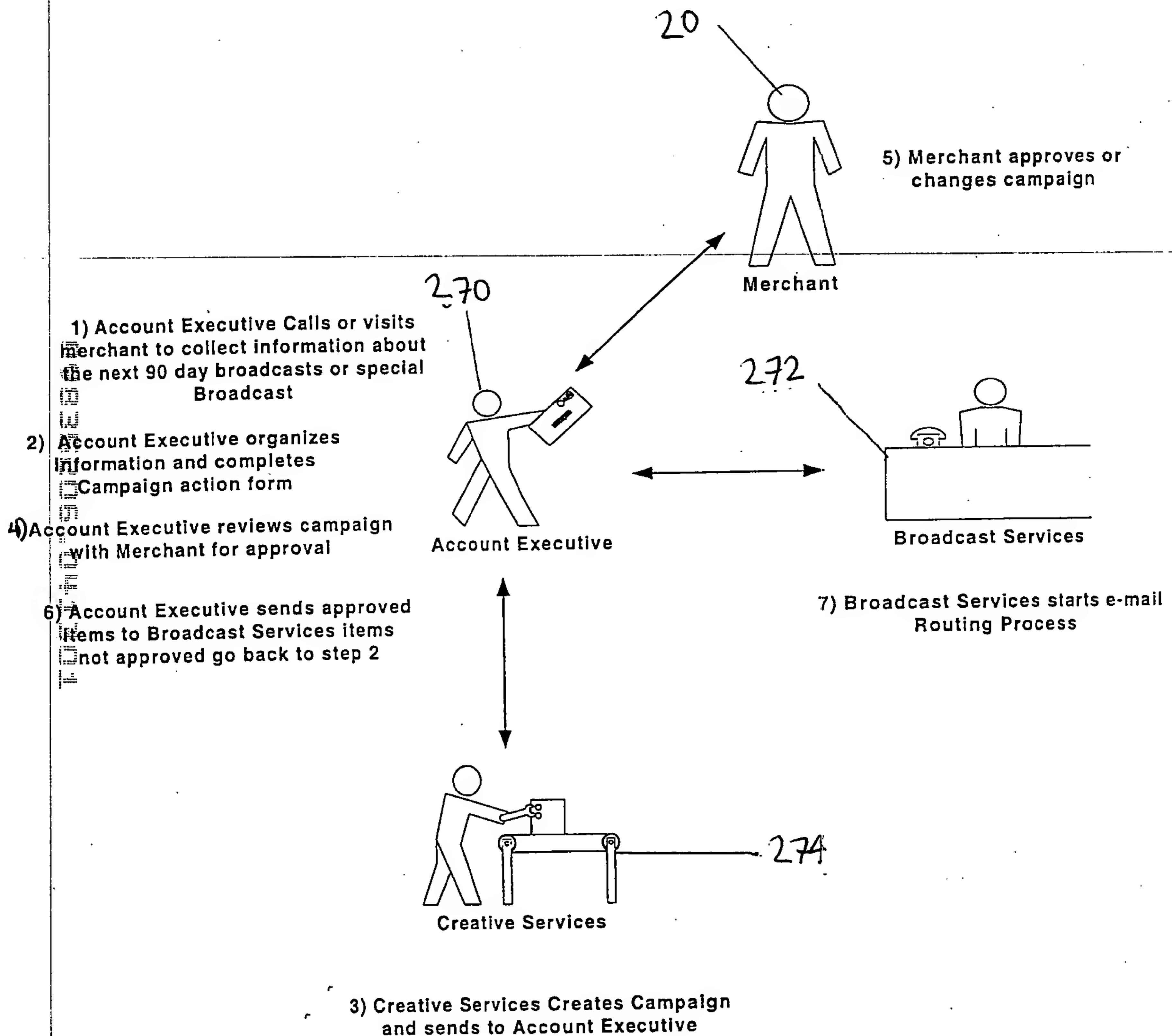


Figure 13

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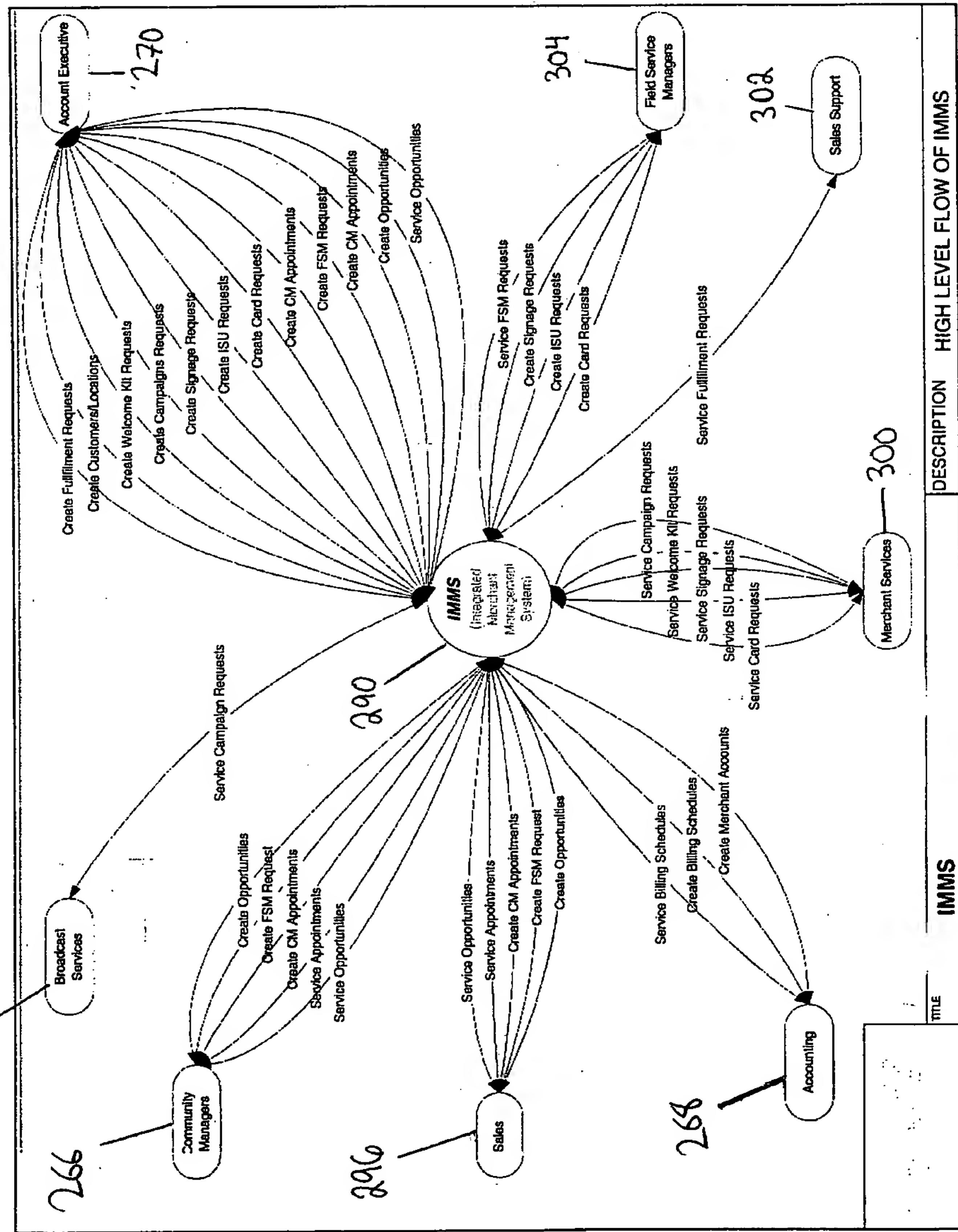


Figure 14